

# TRADE Notes

News and Views About Parker and the U.S. Writing Instrument Industry

Vol. 3, No.1, October, 1990

## Launch of the Duofold Collection exceeds Parker expectations

Thank you dealers and retailers for making our new Duofold Collection of luxury fountain pens, roller ball pens, ball pens and matching pencils, one of the most successful and exciting launches Parker has experienced.

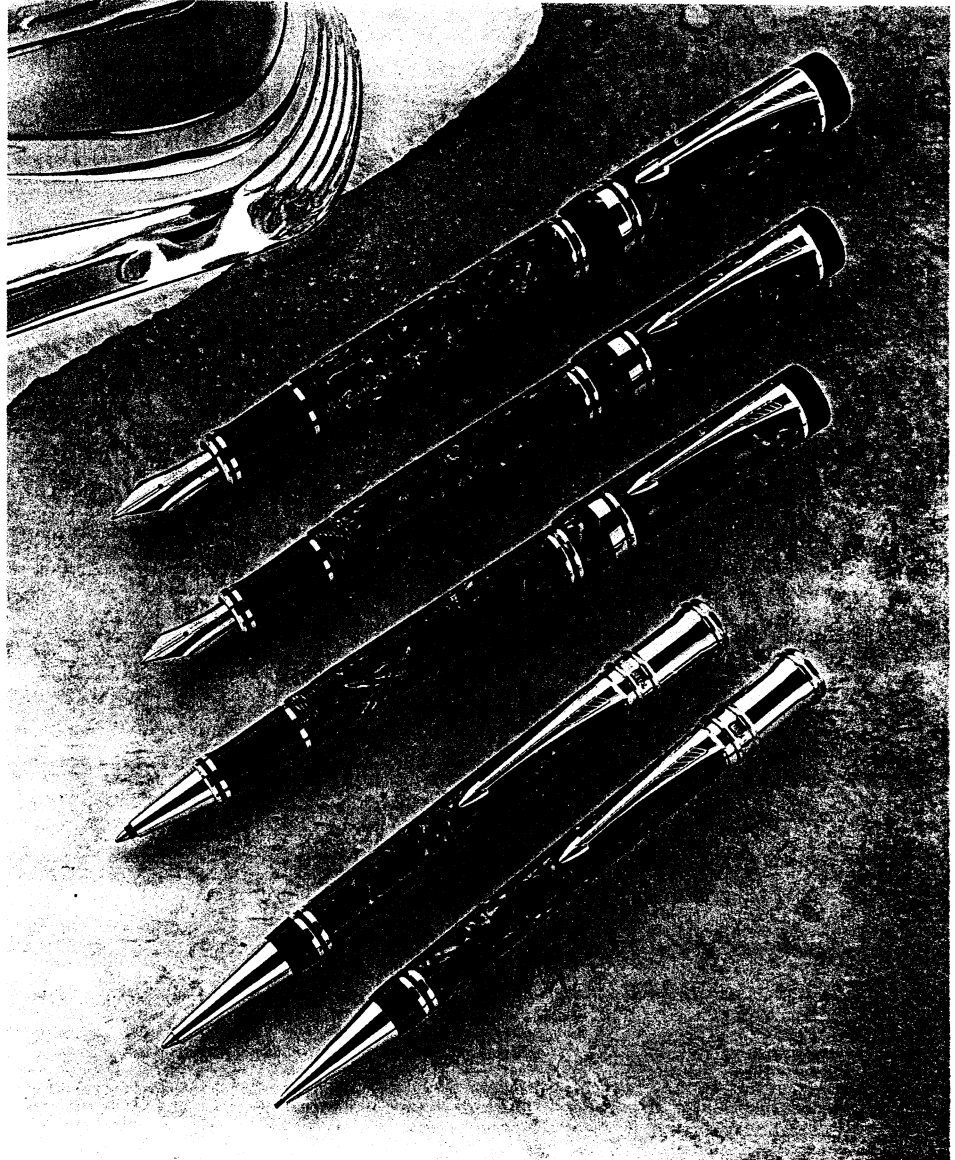
Since the launch in late May, our sales have been well beyond our expectations and, more importantly, the recognition we received from consumers is overwhelming. The letters, telephone calls, personal contacts, etc., over the past four months, of exalting praises on this new line is most gratifying and, obviously, makes Parker employees extremely proud. Parker's reputation over the past 102 years has always been built upon quality, craftsmanship, exquisite design, and we believe our new Duofold Collection encompasses all of these features and provides a testimonial as to why this reputation has been earned.

Our goals in the 90s and beyond are to continue to excel in areas of total quality, world class manufacturing and customer service. We are confident we can provide our dealers, retailers and, most importantly, the consumer, with products which will not only meet their expectations, but exceed them.

Again, thank you for your support, and best wishes for an outstanding selling period.



Peter J. Bentley



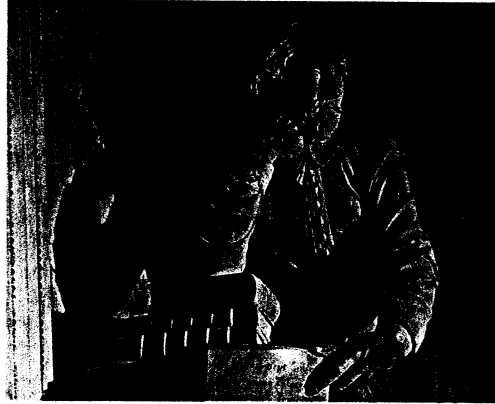
*The Duofold Collection of luxury fountain pens, roller ball pens, ball pens and matching mechanical pencils are successfully riding the resurging tide of consumer interest in upscale writing instruments. The full line is offered in marbled blue (shown above), marbled maroon and black. A special edition of the Duofold Centennial Fountain Pen and Mechanical Pencil is also offered in orange as it was first introduced in the 1920's.*

 PARKER

# Parker Pen intensifies advertising support

This year, Parker Pen is dramatically increasing its advertising to support sales. That increase will be particularly visible during the upcoming holiday shopping season.

During the next four months two new ads (seen on this page) will accompany four of Parker's established ads through the pages of some of this country's most prestigious business, consumer and specialty publications including: *Forbes, Money, Fortune, Vanity Fair, Gentlemen's Quarterly, Architectural Digest, Gourmet, House and Garden, W, Town and Country, Life, Travel and*



What kind of mark do you want to leave on the world?

Measuring one's achievements against those of the writer immortalised here can be humbling to say the least. Yet, we raise the question with good reason. Because regardless of your calling in life our recreation can, quite literally, help you make your best mark. A Parker Duofold Fountain Pen will not merely record your thoughts, but express your character in a way other pens simply can't. Rather than offer you two or three nib widths, we handcraft some twenty-four, thus ensuring the right signature for your handwriting style. You can also be assured that a Parker nib will never blotch your character under any normal writing conditions, due to a pressure sensitive ink collector that even prevents leaks at high altitudes. And before you make your mark, one of our inspectors will have made theirs by qualifying your Duofold to carry Parker's lifetime worldwide guarantee.

It has been said that living well is the best revenge. Perhaps it should be writing well.



⊕ PARKER

*Leisure, CN Traveler, Time, Arts and Antiques, Communication Arts, Art News, Northwest Onboard and Pen World.*

The fall advertising schedule, featuring the Parker Duofold Collection, began in October and will run through January 1991 to support holiday sales.

According to Robert Walker, Director of Marketing, Parker's escalated advertising commitment for this fiscal year represents a 54% increase over last year's budget.

For copies of Parker Pen advertisements, see your Parker Pen sales representative or order them from the Marketing Department.

## Parker honored by P.A.S.S.

The Specialty Distributor members of Planned Advertising Specialty Services (P.A.S.S.) selected Parker Pen USA Ltd. as the single supplier to receive their 1989 "Ready, Willing and Able Award."

Suppliers are nominated and selected for this award based on their service and product quality. Awards are determined according to a point system, with each member awarding three points to their top-rated supplier, two points to the supplier rated second and one point to their third supplier. Parker's selection is particularly notable because only half of the voting members of P.A.S.S. have the Parker franchise.

## New Electra adds pizzazz to office or locker

Parker Pen introduced a new European design to its Vector line of writing instruments this fall. The new Electra Fountain Pens and Roller Ball Pens sport electric bars of teal, fuchsia and berry on glossy black caps and barrels. They are made of high-impact plastic to ensure long-lasting service and, like all of Parker's pens, are guaranteed to last a lifetime.

The Electra Fountain Pen features a durable stainless steel nib and utilizes Parker's convenient ink cartridges with the patented tap-tank system. The Electra Roller Ball combines the convenience of a refillable ball pen with the smooth writing "wet ink" effect of the fountain pen. Its patented ink flow system writes out more ink, more evenly than ordinary roller writers - as much as 2,000 meters of smooth, skip-free, blob-free writing.

The Electra writing instruments are packaged against vibrant white blister

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If only thoughts flowed as smoothly as a Parker Duofold Roller Ball.

A Parker Duofold Roller Ball will not dry up when you do. And when inspiration finally strikes, our roller ball will glide effortlessly across the page rewarding your efforts with gleaming words, not glitches, skips or blots.

A Parker Duofold Roller Ball achieves this by drawing on tried and true Parker fountain pen technology. Namely a pressure sensitive ink collector system. Other roller balls use a "wick" soaked in ink which starts out with an even flow (when you buy it) but slowly dries up to a faint trickle (at home when you use it).

Our new roller ball will also roll twice as far as our closest competitor when measured against a consistent line. And a Parker Roller Ball will not leak under any normal writing conditions.

The Parker worldwide lifetime guarantee leaves no margin for error. Now, if only we could guarantee against writer's block.



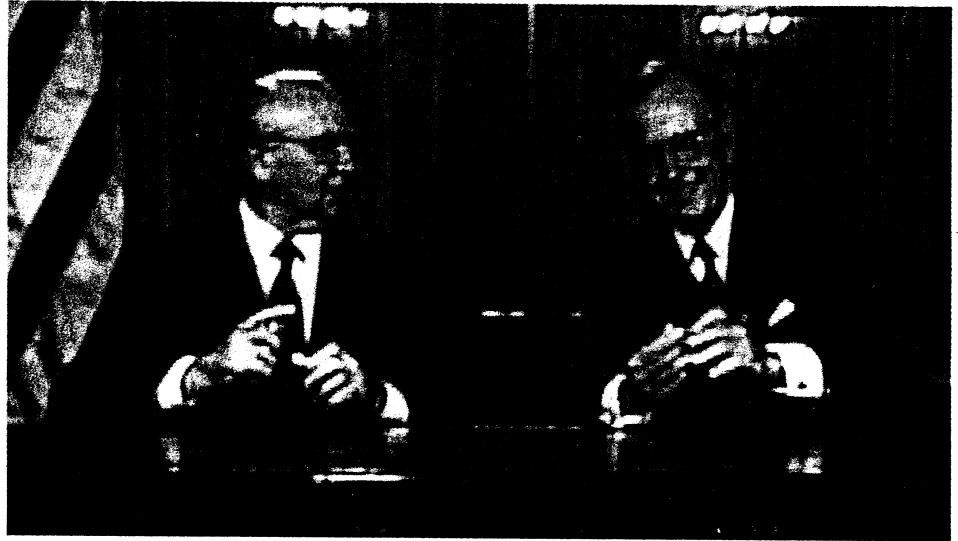
⊕ PARKER

## Parker Pen plays role in historic summit meetings

Parker pens, so often used by world leaders to mark important events, shared the spotlight again this summer at two historic events.

On June 1, the world watched as Presidents George Bush and Mikhail Gorbachev signed treaties with Parker 75 Sterling Silver Roller Ball Pens -- finished in 22-karat gold plate, polished to a mirror shine and crowned with a blue star sapphire. The sapphire was embedded in each cap to symbolize the beginning of a new era; it represents a nova (exploding star) which comes from the Latin word for new.

The pens were made at the Arrow Park facility in Janesville, Wisconsin specifically for this event and each bore the signature of the President who used it to sign his name. They were presented in American black walnut cases, laser engraved with the presidential seals of both countries. Following the signing of the agreements, Presidents Bush and



*Presidents George Bush and Mikhail Gorbachev take a moment to appreciate their custom-made Parker 75 pens, prior to signing agreements at the White House on June 1, 1990.*

Gorbachev exchanged pens in a traditional gesture.

Parker Pens were also selected for the 1990 Economic Summit of

Industrialized Nations, held in Houston, July 9-11.

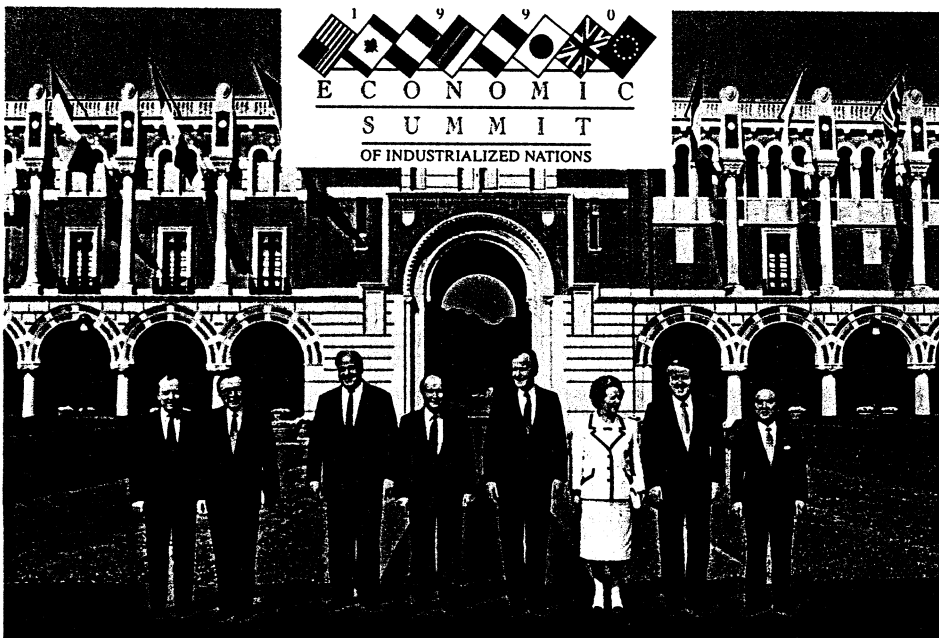
Each of the attendant seven world leaders and the commissioner were presented a marbled blue Duofold Ball Pen in a commemorative presentation case.

"We were honored," says Peter Bentley, president, Parker Pen USA Ltd., "to supply the pens for this successful example of world diplomacy."

Marbled blue Parker Duofold Fountain Pens were selected for the last North American Economic Summit, held in Toronto in 1988.

Other notable occasions when Parker pens helped make news include the INF treaty signing by President Reagan and General Secretary Gorbachev; the signing of the surrender agreements ending World War II in Europe and the Pacific and the signing of the Armistice ending the Korean War.

According to Parker's archives, Presidents Truman, Eisenhower, Kennedy, Johnson, Nixon, Ford, Carter, Reagan and Bush have all used Parker pens for signing important documents.



*The photo above was presented to Parker Pen by the Economic Commission in appreciation for providing the Duofold Ball Pens for this historic meeting.*

## Holiday promotions support dealer sales

This holiday season, Parker Pen USA Ltd. will be supporting store sales with a selection of special promotions.

One promotion offers customers free engraving with the purchase of any Parker 88 Place Vendome or Parker 95 gift pen or set. Customers may select one or two lines of copy for a name, message or both, incorporating up to 23 characters per line in script or block style lettering. This offer will be valid from September 4, 1990 through January 31, 1991.

Marketing support materials include catalog sheets, counter cards and displays, in-box tags, coupon pads, line art, ad slicks and radio scripts. News releases were mailed to the trade press in September.

From September 4, 1990 through February 28, 1991 stores may also participate in a holiday promotion for the Parker Classic line. Through this promotion, customers will be eligible to receive a free stainless steel Jotter with the purchase of a Parker Classic



Fountain Pen, Roller Ball Pen, Ball Pen, Pencil or Ball Pen/Pencil Set. Marketing support materials for this promotion include catalog sheets, counter cards and displays, in-box tags, floor display decals, coupon pads, line art, ad slicks and radio advertising scripts. News releases were mailed to the trade press in September.

The third promotion Parker Pen will offer this holiday season is a free refill with the purchase of any Parker Vector Roller Ball, Ball Pen or Jotter Ball Pen.

The free refill offer will feature a special holiday display, containing the giftboxed products. A mail-in coupon for the free refill will be included with each Vector and Jotter pen shipped to dealers between September 4 and December 7, 1990.

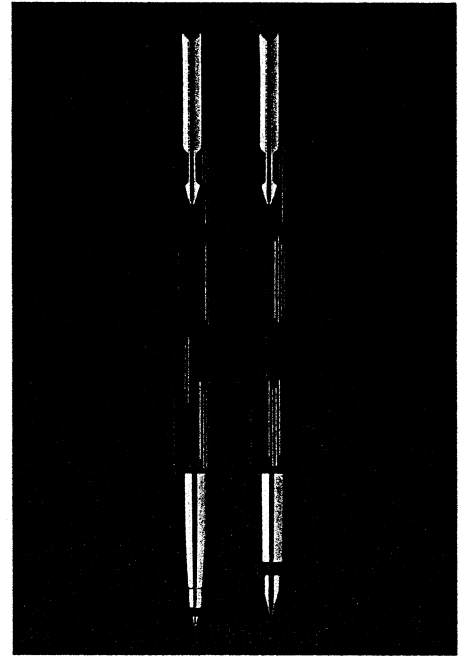
Additional marketing support materials include catalog sheets, counter cards, display stickers, line art, ad slicks and radio advertising scripts. News releases were distributed to the trade press in September.



## Electra adds pizzazz,

continued from page 2

cards and sold in 36-unit shipper dispensers, containing 24 roller ball pens and 12 fountain pens. The suggested retail price for the Electra Roller Ball is \$6.98, and \$9.98 for the Fountain Pen.



Marketing materials available to support the Electra include a catalog sheet, survey sheet, ad slick and line art. A news release was distributed to the trade press in September.

## Roller ball refills now available in two-packs

In September Parker introduced a two-pack Roller Ball Refill, blister carded and packed one dozen per carton.

The Parker roller ball refill features the textured tungsten carbide ball and fountain pen style feed system for a consistent, smooth write-out of over 2,000 meters. Parker will continue to make single pack refills available as well. The suggested retail price for the two-pack Roller Ball Refill is \$3.50.

For more information on either the Parker Electra or two-pack Roller Ball Refill, see your Parker sales representative.

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News and Views About Parker and the U.S. Writing Instrument Industry

Vol.4, No.1, March,1991

## Closing the books on a successful year

The fiscal year for Parker Pen is drawing to a close as I write this note. It has been a challenging and gratifying year for the people of Parker Pen and, I hope, for you. I'd like to take a moment to thank each of you who carry or distribute the products of Parker Pen for helping to make this a truly memorable year. With your support, Parker was able to regain its rightful place at the top of the luxury market and successfully introduce new products and promotions at every price point.

I also want to take a moment to assure you that while 1990 was an excellent year, at Parker we have no intentions of resting on our laurels. Indeed, we will be increasing our support to the trade in 1991. Our mission, as always, is to make it better. We will never cease striving to provide you stronger products, stronger advertising, stronger materials, stronger support.

1991 will be a year of new challenges for you and for Parker Pen. The world is changing, consumers are changing and we are preparing to meet these new challenges head-on. We look forward to working with you in 1991 and to making it the most successful year ever.



Peter J. Bentley  
February 1991

## Orange Ball Pen added to Duofold Collection

Parker's Duofold Collection of fine writing instruments has been expanded to include a matching ball pen for the Orange Special Edition Fountain Pen and Mechanical Pencil.

"We've received many requests for the orange ball pen," said Bob Walker, Director of Marketing. "In addition to providing the quality, craftsmanship and exquisite design that the Duofold



Collection is acclaimed for, the Orange Special Edition writing instruments have a particularly commanding presence."

The new ball pen stays true to the distinctive styling, reminiscent of the famed 1920s Duofold Mechanical Pencil design, while incorporating state-of-the-art ball pen technology.

Like its companion pieces, the

Duofold Ball Pen is handcrafted from a solid block of durable, lustrous acrylic and generously trimmed with heavy 23-karat gold plating. A unique engraved Duofold motif is hand set in the crown of each ball pen, signifying its status as a special edition.

It features an oil-cushioned twist mechanism, which exposes and retracts the point in a smooth, silent motion, and a textured tungsten carbide ball, which grips the paper with assurance and consistency. The carbide ball is designed to rotate within sturdy stainless steel housing at more than 2,000 revolutions per minute during normal writing, to prevent uneven wear. Like all of Parker's ball pens, it will deliver over 2 1/2 miles of ink on paper.

The first shipments were scheduled to be sent to retailers in early February.

The current Duofold Collection was launched by Parker last summer and has been highly acclaimed by both consumers and dealers. According to leading pen retailers, sales of the Duofold have been extremely strong.

"The success of the expanded Duofold Collection has been a wonderful surprise," says David Connors, Director of Sales/U.S. Retail. "We significantly increased our Duofold sales this year.

"The new styling and the expansion of the line to include the four writing modes, supported by a major upscale advertising effort, enabled us to move ahead of the competition and firmly established Parker as a major player in the high-end writing instrument market. In 1990 we were the number one pen line in many key pen shops."

 PARKER

# Maturing values signal a new customer for the 1990s

Consumers are changing! Consumers are changing! That's the sound of alarm echoing through the halls of corporate America and on Main Street.

A recession coupled with the much heralded demise of the "yuppie" has marketers of luxury and throw-away products on edge. But, the sound of alarm is not universal and it does not ring true for all manufacturers, retailers, dealers or distributors.

At the eye of the storm one can see that consumer values and priorities aren't just changing, they're evolving. The baby boomers have grown up. They are not simply discarding luxury products out of hand, but they are looking for more. Today's customer is beginning to look for substance over status.

Companies that have dedicated themselves to making and selling quality products may now find that their customers have a new level of appreciation for those products--at all price levels.

"The products that have a value separate from their brand image are the ones that will continue to flourish," according to Clive Chajet, chairman of Lippincott & Margulies, Inc., a New York image consultant quoted in a recent *Wall Street Journal* article.

It's a view supported by a Prestige Marketing Group survey\* which found that 76% of respondents consider value "very important" in luxury products, compared with 46% in the 1980s.

It is also supported by the Duofold's outperformance of "status only" writing instruments in recent selling periods.

While the year ahead may be a particularly difficult one for many products, it is a time when Parker Pen products can fully come into their own. For 103 years, Parker has been delivering on the values that today's customers are looking for. Quality. Craftsmanship. Precision Engineering. Lifetime Guarantee. Service. It's a heritage of excellence that we are proud

of. It's a promise we are committed to. We think our dedication to quality will serve us, and you, well during the decade ahead.

\*Reported in *Adweek's Marketing Week*, January 1, 1991.

## "Environmentally friendly" products are more than a fad

Another sign of the changing values of today's consumer, is the growing demand for environmentally friendly products, and the willingness of those consumers to pay more for "green" products.

In fact, a survey conducted by the J. Walter Thompson Company revealed that 82% of consumers surveyed were willing to pay at least 5% more for environmentally friendly products. That compares to just 49% willing to pay more in 1989. Another poll, cited in *Adweek's Marketing Week*, stated that 70% of consumers surveyed had switched brands because of environmental concerns.

The growing environmentalism of consumers shows every indication that it is not a fad, but rather another signal that today's customers are looking for more in their products than the latest style or color or bargain.

Parker Pen officials and employees are concerned about this issue, and have made a number of environmental advancements over the course of the last few years.

\* First and foremost, Parker does not make disposable writing instruments. Our pens and mechanical pencils are guaranteed for a lifetime; they are not designed to become landfill waste.

\* All of Parker's "carded" and "clamshell" packaging is now made from

recycled material which is also 100% recyclable, including the paperboard as well as the plastic (recycled P.E.T.G.).

\* All of the materials used in the pens, specifically the plastics, inks and coatings, comply with U.S. and International regulations governing heavy metals content. In cases such as the heavy metal cadmium, Parker is proud to follow the Swedish guidelines which are the toughest in the world.

\* Parker packaging printing inks are environmentally safe and contain no heavy metals or solvents.

\* Quality Teams throughout the Parker organization are exploring ways to save energy, reduce solvents and recycle paper, aluminum cans and chemicals used in production.

Over the course of this past year, one Parker Quality Team worked hand-in-hand with Dow Chemical to successfully reduce the use of solvents in production by one-third to one-half. In fact, that project was so successful that Dow Chemical has built an entire "case history" around their Parker Pen story.

There is much work yet to be done in industry and in our individual lives to protect our common environment. Parker Pen is committed to continuing those efforts.

## Demand for Americana on the increase

Sales of the Vector Americana and Camo writing instruments are up as individuals and companies look for visible ways to show their support of the U.S. forces in the Gulf. However, while Parker has donated some of these products to the troops, we have decided to avoid linking any promotion of them to the conflict. The Americana and woodland Camo are established products and the new Camo in sand colors had been in development before Iraq invaded Kuwait. For more information on these products, see your Parker Account Manager.



## Display cabinet program for upscale writing instruments expands

Parker has expanded its display cabinet program, making new permanent store fixtures available to retailers for the display of Parker's upscale writing instruments.

The new cabinets feature custom designed interiors framed in extensive glass work with gold and black accents, and lighted to provide a "jewel case" for the precious metal and lacquer finishes

of Parker's fine writing instruments.

The Parker cabinets now available include a full counter, half counter, corner counter, corner tower, square tower and wrap stand. Each features ample storage space.

The availability of these cabinets is limited and some restrictions apply. Program details are available from your Account Manager.

## Down-sized blister cards, continued

Carded products will now also be shipped in six count overpacks, rather than in twelve-packs, to make restocking more convenient for the retailers and reduce the likelihood of running out of stock.

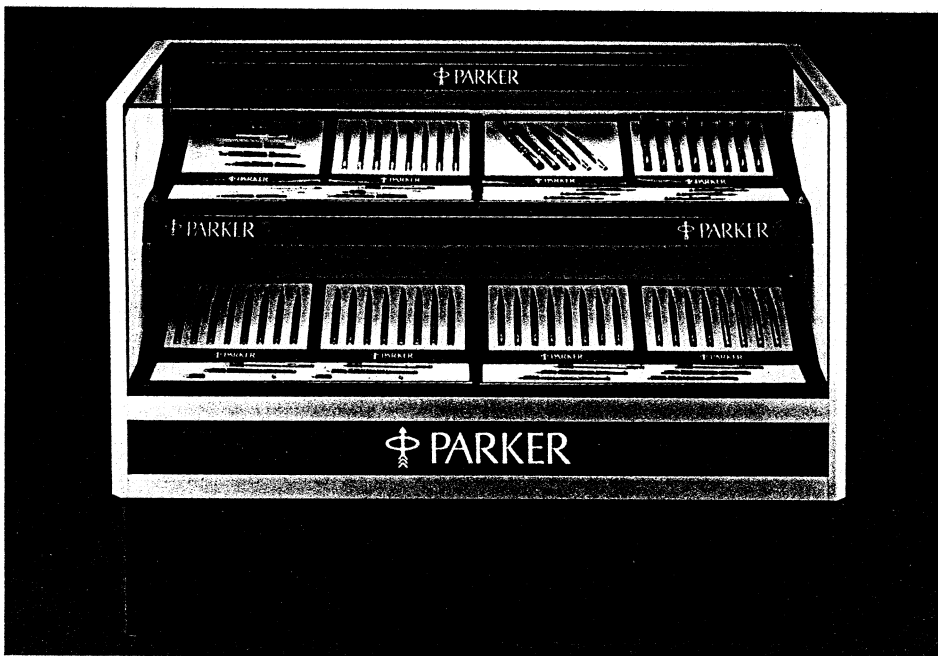
## New merchandiser weds convenience to style

A new flexible, streamlined counter-top merchandiser is now available for Parker products.

Designed to provide a lasting showcase for a full range of Jotter and Vector writing instruments, without occupying undue counter space, the display is crafted of heavy acrylic. A rich gray color was selected for the display to compliment the design of today's pen and stationery departments.

This permanent display can be updated for new promotions or products and will accommodate ample back-up stock, making it cost-effective and efficient for dealers. Easily changed static-cling decals make it flexible.

The new display is available at no extra cost to dealers, with the purchase of a standard mix of Jotter and Vector writing instruments.



*The display cabinet shown above is just one of several showcases now available for displaying Parker Pen's upscale writing instruments.*

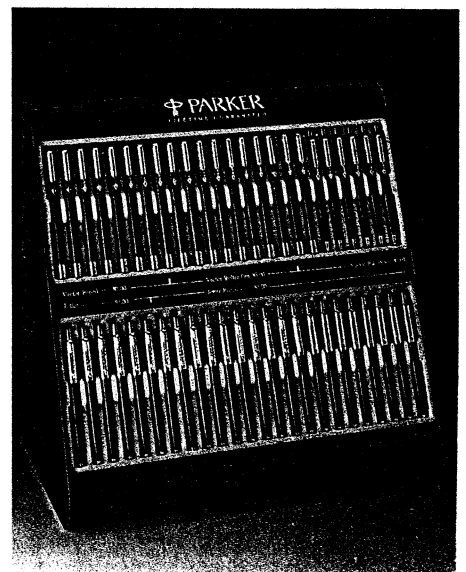
## Parker's redesigned blister cards make "space management" easier for stores

Parker has made several improvements to its carded products, redesigning them to fit the space management demands retailers face.

As of May 1, all carded Vectors, Jotters and Accessories, with the exception of 3-packs, will be packaged on space-saving, down-sized (1 15/16" width) blister cards with a center peg hole. The cards were also redesigned to

center the product and the peg hole as an added convenience to the buyers, who reported that the move would streamline their planograms.

The bold graphics of the new card design and the centered product will also provide a "cleaner" looking display for retailers than will products aligned to either the right or left side of the card pack. *Continued in next column*



## Parker announces Distributor Awards

Parker honored the top franchised distributors for its Corporate Markets Division at the Specialty Advertising Show in Dallas.

The ten top distributors, based on sales volume for total billings in the prior calendar year, were named to Parker's Premier Club. Those companies honored were:

Artcraft & Foremost, Inc.  
Philadelphia, PA

Hermann Marketing  
St. Louis, MO

Cadillac Creative Advertising  
Birmingham, MI

The Creative Factor, Inc.  
Milwaukee, WI

Ha-Lo Advertising Specialities  
Skokie, IL

The Cloverline Inc.  
Chicago, IL

M.R. Carretta & Co.  
Allamuchy, NJ

Promotion Associates Inc.  
S. Plainfield, NJ

Columbia Specialties  
Janesville, WI

Sales Guides, Inc.  
Mequon, WI

In addition to the Premier Club awards presented by President Peter J. Bentley, Parker also recognized the ten companies achieving the greatest percent increase in Parker sales during the prior calendar year, with an Award of Excellence. Parker also presented Awards of Merit to distributors who showed commendable efforts in promoting Parker.

## Food Brokers of the Year honored

Each year, since 1968, Parker Pen has named its Food Brokers of the Year at the National Food Brokers Association conference. The honorees were:

Meteor/Skelly  
Larchmont, New York  
Broker of the Year

Sales Force of Chicago  
Schiller Park, Illinois  
Midwestern Region Broker of the  
Year

Service Brokerage  
San Antonio, Texas  
Southern Region Broker of the Year

Bill Jones and Associates  
Western Region Broker of the Year

Recipients were selected based on several criteria, including their professionalism and success in meeting or exceeding sales forecasts.

This year, the awards were presented by Peter Bentley, President of North American Operations and Pat Hoagland, Midwest Regional Sales Manager.

## Calligraphers praise Parker pens

The Parker Calligraphy Pen is drawing rave reviews from calligraphers across the country. They're discovering in the Parker pens and sets calligraphic tools that are as carefully crafted as their own artwork. They say they're one of the best values around too!

According to Norman Morse, Director of Department and Specialty Store Sales, the Christmas calligraphy promotion in department stores, "The Gift of Beautiful Handwriting," was a tremendous success.

"This was Parker's first major attempt at a total in-store retail promotion," says Morse. "The promotion was fantastic. In every store that participated we doubled or tripled our sales volume over the prior year."

The letter reprinted below is just one of the many we've received from customers pleased with their calligraphy pens. We are proud to share it and only wish we could share the beautiful script of Ms. Davis' letter as well.

*My new Parker Calligraphy Pen outperforms all others in my large collection!*

*I'm totally in love with my new pen as you can see. I purchased it on a fluke. I'd just about given up on ever finding a truly responsive calligraphic pen. However, my love affair with your ballpoints gave me the courage to write out my check to my local office supply store.*

*Viola! This pen is ground so well that I can turn it over and write backwards with the nib to get a really extra fine stroke! That's something I could rarely do with any other pen.*

*The Parker pen is virtually trouble-free, even after sitting in my purse for a day unused I can uncup it and have even ink flow from the very first stroke. Impressive! Flourishes are easy and come out with gusto.*

*This is just the finest pen I've ever used. This is a real coup, I've never been so satisfied with a fountain pen. I heartily recommend it to my calligrapher friends for everyday use. Of course, we'll always need our dip pens & our quills but it's nice to have a really finely tuned "workhorse" available at last. You can't carry your quill in your purse! You're marketing a fine product.*

*D. Davis of Romulus, Michigan*

See your Parker Account Manager for additional information on the Calligraphy Pens and Sets.